

ORGANIZING AND INTERACTIVELY ACCESSING INFORMATION

ABSTRACT OF THE DISCLOSURE

A system and method for organizing and interactively accessing information within a virtual three dimensional computing environment is disclosed. The system moves beyond the "page" concept of web browsing and recreates a realistic user experience. In one aspect, products are depicted in a three dimensional computing environment that simulates a brick-and-mortar store, whereby the user may navigate through the environment and click on individual products to focus on the product and obtain additional information. The system may be applied in an e-commerce setting, in an e-community setting or other settings, for example, on an interactive basis over a computer network-implemented system.